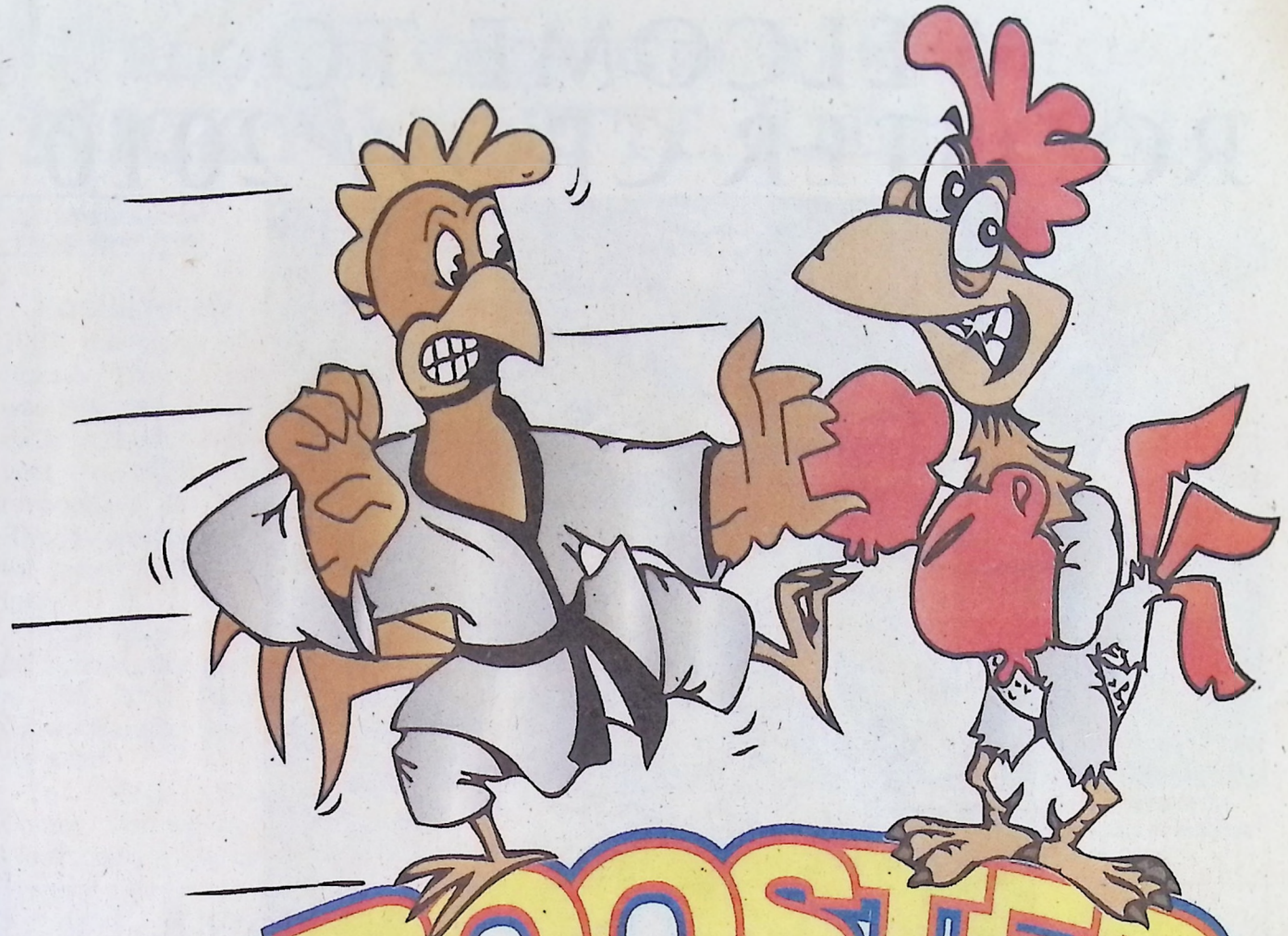


ROOSTER RUMBLE 2010

INSIDE...

Schedule Of Events • History Of The Rooster Crow
Rooster Crow Parade Application
Car Show • Entertainment • Quilt Show & More

Sponsored By The Rogue River Kiwanis & Rogue River Chamber of Commerce

WELCOME TO ROOSTER CROW 2010

Roosters of all shapes, sizes and breed are welcome at the 2010 Rogue River National Rooster Crow!

On behalf of the Rogue River Chamber of Commerce and the Rogue River Kiwanis Club, welcome to Rooster Crow Weekend 2010.

We are looking forward to an exceptional weekend of fun. Volunteers from around Rogue River and the surrounding area have worked together to present a wide variety of activities for your enjoyment.

Businesses and civic organizations from the area have supported the publication of this booklet, with proceeds benefitting both the Chamber of Commerce and the Kiwanis Club.

Dating back 57 years, the Rooster Crow is a long-standing tradition in Rogue River. We have worked to continue that tradition and to add more fun-filled events to it. We hope that you enjoy all that we have to offer during Rooster Crow Weekend 2010.

Dean Stirm
President
Rogue River
Chamber of Commerce

Jim McKinney
President
Rogue River
Kiwanis Club

Rooster Crow Grand Marshal: Nick Niquette, Ridin' Tall

y Tammy Asnicar
ogue River Press

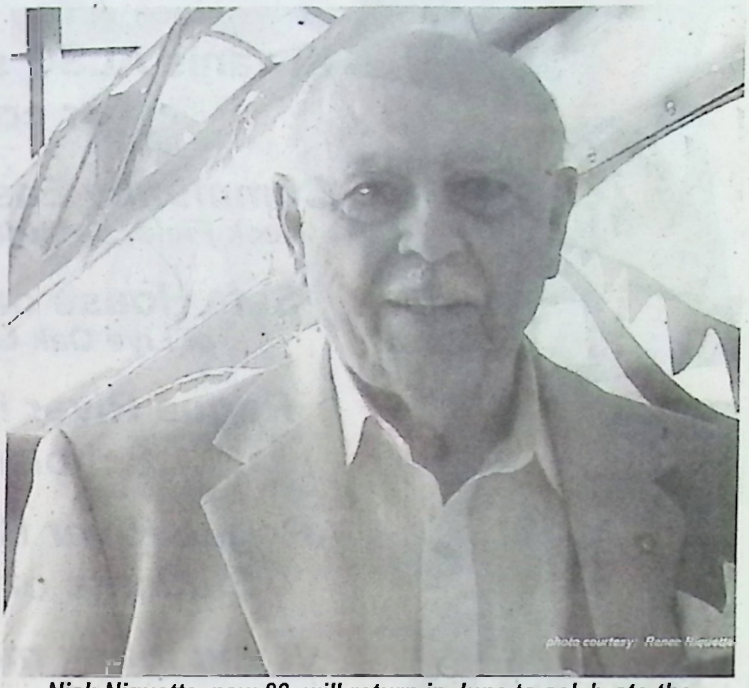
ROGUE RIVER --- In 007, the theme of the ooster Crow weekend as the "the boys are ck in town," and this ar one of "the boys" sponsible for Rogue ver's famed crow fest ll return to his home-wn.

Nick Niquette will ride l as the grand marshal the 2010 Rooster ow Parade set for me 26.

In 1953, Shade mbs, inspired by the llsh coal miners' colorful rooster crowing contests, had a notion to host a similar celebration to promote Rogue River.

While others in the Rogue River Businessmen's Club brushed off the idea, Niquette, Combs and Bob Gail went to work on the ingenious promotion. Prizes were awarded in silver dollars to owners of the rooster with the most crows and the best decorated cage, and the rooster and owner who traveled the longest distance.

see NIQUETTE page 5



Nick Niquette, now 89, will return in June to celebrate the 57-year-old Rooster Crow tradition he and his pals envisioned as a promotional gimmick for this little town.

KIWANIS INTERNATIONAL
NEW MEMBER APPLICATION

KIWANIS INTERNATIONAL — SERVING THE CHILDREN OF THE WORLD

l IName_____ Nickname_____ Gender_____

me Address_____
City State/Province Zip/Postal Code

me Phone_____ Spouse/Partner Name_____

mpany Name_____ Title_____

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siness Phone_____ Fax Number_____ E-Mail Address_____

d Kiiwanis mail to: Home ☐ Work ☐

ou are a former Kiwanian: Club Name_____ Date Left (mo/day/yr)_____

Length of Membership_____ If you are a life member, life member #_____

e of Birth:_____ (mo/day/yr)

I accept this application for membership and agree to conform to the bylaws of this club and comply with the obligations of membership as explained to me by my sponsor.

nmittee Preference
☐ Club Administration
☐ Community Service

Date: _____ (mo/day/yr)

Applicant Signature: _____

ROGUE RIVER KIWANIS SERVING

Rooster Crow Weekend

(with the help of the Chamber of Commerce)

is not the only way Kiwanis serves our Community...

Kiwanis ALSO sponsored:
or contributed to:

Community Easter Egg Hunt
Beck Field, Saturday before Easter

Safe House on Halloween
at Live Oak Grange Hall

Rogue River High School Scholarships

Rogue River Middle School Students of the Month

and many more events!

THE ROGUE RIVER KIWANIS CLUB

Serving the Children of our Community

Rogue River Kiwanis Club meets every Wednesday for lunch at the Live Oak Grange Come and join us!

LOOK FOR THE KIWANIS TRAILER SERVING HAMBURGERS, HOT DOGS, NACHOS, and DRINKS.

YOUR DONATIONS WILL HELP US SERVE OUR COMMUNITY.

NIQUETTE from page 3

photo courtesy: Renee Niquette

Richard "Nick" Niquette honed his old-school meat cutting skills behind the counter at Gelvin's Grocery Market.

According to Niquette, someone traveled from as far away as New Zealand one year. And, he still tells tales of "Beetle Baum" who cock-a-doodle-doed 109 times that first year---a feat only two other roosters have matched or bettered in subsequent years. ("White Lightening" crowed 112 times in 1978 and "B.W." 107 times in 2005.)

Rumor has it that "whisky got the roosters wound up."

In June, Rogue River will do the "Rooster Rumble" for the 57th time.

Niquette was nominated as Grand Marshal by his daughters, Danielle and Renee. Currently residing in Fresno, Calif., he is the last of a dying breed---his fellow downtown merchants (and Rooster Crow ringleaders) Combs, Phil Engel, Larry Sheehan and Earl Weaver are gone now.

"We were just thinking about doing something a bit nostalgic, and thought it might be memorable for our papa

see MARSHAL page 9

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Rogue River Community Center
B-I-N-G-O
Saturday, June 26
AFTER the PARADE
Family Fun for only
50¢ a game!
Rest your weary feet.
Sit and have a soda while
playing BINGO under a
covered and shaded area.
Located on the west side
of the Woodville Museum

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COFFEE
SOMETHING TO START YOU CROWING!!

SCHEDULE OF EVENTS
FRIDAY & SATURDAY

FRIDAY, JUNE 25 EVENTS

1pm - 4pm - Piecemakers Quilt Show*

Rogue River Middle School. $2.00 admission

5pm - 6:30pm

"Rooster Rumble 2010" Kickoff Dinner *

Sponsored by the Rogue River Chamber of Commerce at Rogue River Community Center. $6.00

6:30pm - 9:30pm - Live Entertainment

Presented by the Chamber of Commerce featuring "House Cats" at Woodville Museum Bandstand.

6:30pm - Kiwanis Trailer will be selling food and drink.

~~~

SATURDAY, JUNE 26 EVENTS

8am - "Fun, Run & Walk"

Starts and ends at Rogue River Beck Field, Rogue River Middle School. For more info visit: www.sorunners.org go to events, June, Rooster.

8am - 9:45am - Parade Formation

Rogue River Shopping Center

9am - 10am - "Fill-a-Bag Preview Book Sale"

For Members Only. Sponsored by RR Friends of the Library.

9am - 4pm - Concessions, Arts & Crafts Booths open.

10am - 4pm - "Fill-a-Bag Preview Book Sale"

Open to the public. RR Friends of the Library.

10am - Rooster Crow Parade

Downtown

10am - 4pm - Piecemakers Quilt Show*

Rogue River Middle School. $2.00 admission

10am - 2pm - Rooster Crow Contest

Registration Corner of Pine & 1st St, grass field near Elem School

11am - 2pm - "Noah's Play World"

Great activities for children, sponsored by the Rogue River Chamber of Commerce. Corner of Pine & 1st St. grass field near Elementary School.

11am - "Meet and Greet" Cal-Ore River Racers

Boats will be on display right after the parade.
~~~

SCHEDULE OF EVENTS
SATURDAY & SUNDAY

11 am - 4 pm - "Art in the Plaza" Sponsored by *Rogue River Press.* Depot Street park, downtown.

11 am - 2 pm "Joe Holiday" at the Woodville Museum Gazebo.

12 pm - 1 pm - "Ballet folklorico ritmo alegre" Traditional Mexican dancers sponsored by Tarasco Mexican Restaurant. Elementary School parking lot, Pine St.

1:45 pm - "Parade Awards" Rooster Crow Arena (grass field). *Trophies and medals not picked up will be available at Rogue River Chamber Booth during Rooster Crow. On Monday, pick them up at the Chamber of Commerce office.*

2 pm - "Human Rooster Crow Contest" Grass field arena.

2:30 pm

57th Annual National Rooster Crow Championship

Rooster Crow Arena.

3:30 pm - 6:30 pm - Live Entertainment Sponsored by the Rogue River Chamber of Commerce featuring **"River City"** at Woodville Museum bandstand.

SUNDAY, JUNE 27 EVENTS

8 am - 3 pm

Rooster Crow Car Show

Grass field arena near Elementary School.

(Awards at 2pm)

9 am - 4 pm - Concessions, Arts & Crafts Booths open.

10 am - 4 pm - Piecemakers Quilt Show* Rogue River Middle School. $2.00 admission

10 am - 12 pm - Cal-Ore River Racers, warm ups

12 pm - 2 pm

Rooster Crow Invitational White Water Race

Cal-Ore River Racers Hydro-plane race, 3 laps from Rogue River to Gold Hill.

Events FREE OF CHARGE unless denoted by an asterisk (*), which carry an admission or entrance fee.

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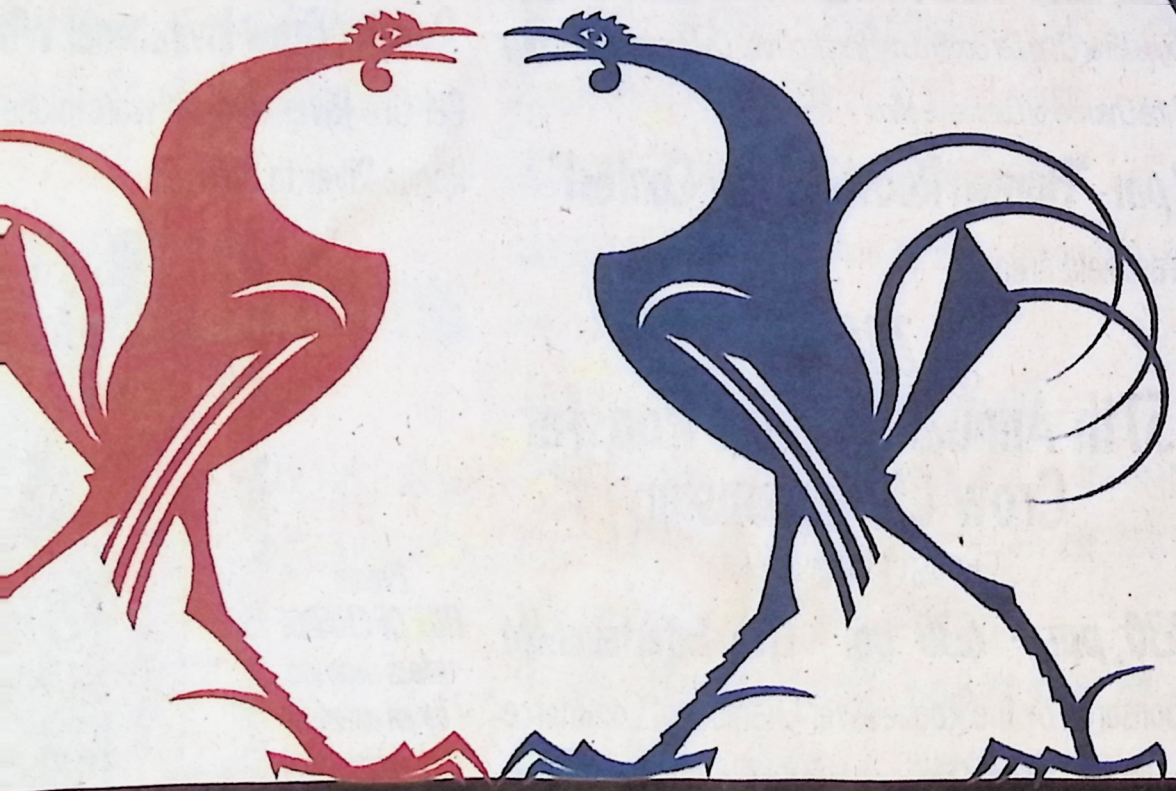

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MARSHAL from page 5

to take part in the parade," wrote Renee.

"Papa," who will turn 90 on November 16, "was an instrumental figure in much of Rogue River's success back in the day," she added.

And, the annual Rooster Crow was "a big deal when we were kids," she recalled, sharing memories of twirling a baton in the annual parade and, later, leading the marching band as a majorette.

The Rooster Crow, however, isn't Niquette's only claim to fame.

Richard Niquette dubbed "Nick" by all his friends and customers also was among those who initiated the tradition of the giant Christmas tree at the triangle at the center of town. Although the annual Christmas tree-lighting ceremony has moved across Depot Street to the Downtown Plaza Park , the annual festivities were held there for more than 50 years.

Niquette's visit this summer will stir up memories for many old-timers and those who remember "Nick the butcher" working behind the meat counter at Nick's Market at the corner of Main and Broadway in the 1950s or visiting the popular soda fountain there.

During the first two years of the Rooster Crow, he slow-roasted slabs of beef in underground pits, and then "gave it all away" to the crowds gathered, said Renee.

"He was always a generous person," she added.

Niquette, born and raised in Southern California, arrived in Rogue River in November 1946. The returning World War II veteran and newlywed brought his Swiss-born bride, Marguerite ("Maggie"), with him to Southern Oregon. The couple drove in an open-air military-issue jeep from Brooklyn, New York, to his folks' homestead in Wimer. The two-week trek was long and cold, and "the tales of this journey are another story for another time," said Renee.

After six months of trying his hand at farming, Niquette turned his entrepreneurial spirit elsewhere.

Two men took 27-year-old Niquette under their wing---"Colonel" Hopkins and Bob Gail.

see NICK page 13

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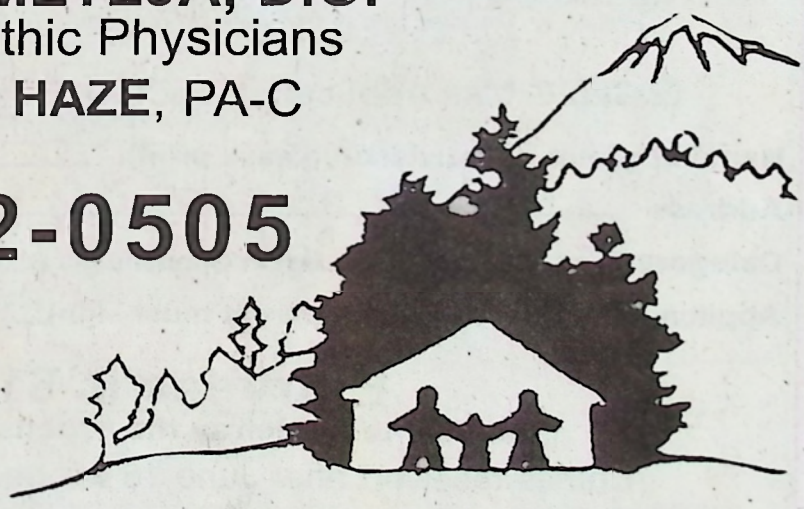

509 East Main Street
P.O. Box 1020
Rogue River, OR 97537

Rogue River Chamber of Commerce

Rooster Crow Parade Application

Saturday, June 26, 2010

Theme:

"Rooster Rumble 2010"

Deadline For Entries: Friday, June 18

Rogue River Chamber of Commerce Office

8899 Rogue River Hwy • P.O. Box 457 • Rogue River, OR 97537

582-0242

Parade Formation: 8:00am-9:45am Saturday, June 26th

Rogue River Shopping Center Parking Lot

NO EARLY ARRIVALS!!!

Check in at Information Booth for Position Number

See Parade Rules On Back Of This Application

PARADE STARTS AT 10am

All entries will be judged on the basis of **ORIGINALITY, THEME** and **PRESENTATION** in each category. Trophies and ribbons will be presented at 1 p.m. at the Rooster Crow Arena.

☒Clip & Mail Application To: P.O. Box 457, Rogue River, OR 97537☒

Name of group or individual (please print): _____

Address _____ **Phone** _____

Category Type (Choose From List On Opposite Side) _____

Applicant Signature (If child, parent must sign) _____

Entry fee is $15 per unit.

(This fee helps defray the expense of ribbons and trophies.)

Entries received after June 18 will be last in line. Enter early, please.

Chamber of Comerce hereby disclaims any and all liability of any nature, whatsoever, and Applicant hereby agrees to hold the Rogue River Chamber of Commerce harmless in any action from such accidents. Children under 18 years of age must have parent's signature.

www.rrchamber.cc

Rogue River Chamber of Commerce

Rooster Crow Parade Application
Saturday, June 26, 2010

Parade Rules & Information

The following rules have been adopted by the Parade Committee to assure a safe parade. Please read and abide by them.

1. No one will be admitted to the staging area until checked in at the information booth.
2. All animals must be on a leash or otherwise restrained.
3. **PLEASE!** All horse units must provide a pooper-scooper following their entry.
4. Parade entrants must be on time for line-up, 8-9:45 a.m. **NO EARLY ARRIVALS!!!**
5. Any violation of the parade rules will result in removal from the parade.
6. All motorized vehicles must be driven by a licensed participant.
7. We reserve the right to refuse participation to any group or individual.

REMEMBER, THE ENTRY DEADLINE IS JUNE 18, 2010.
Any entries received after that date cannot be placed in the parade line-up and will be inserted at the end of the parade if space allows.

PARADE ENTRY CATEGORIES

_____ * Best Theme-Related Entry

_____ * Non-Commercial Float (schools, churches, etc)

_____ * Commercial Float (entered by business)

_____ * Best Youth Entry

_____ * Best Adult Entry

_____ Antique Autos (group) (Plaque given)

_____ Adult Riders (horse)

_____ Junior Riders (horse)

_____ Marching Units (baton, drum & bugle, etc)

_____ Tractor(s) (Plaque given)

_____ * Golden Shovel

All dignatires from outside School District 35 must provide own parade transportation and banner.
***Trophies Awarded In These Categories Only. Other Categories Receive Ribbons.**

Important – Do Not Omit

To assist the judges, announcers and media, please describe your entry, giving details you feel are important. A separate sheet of paper may be used for this.

_____

_____

_____

_____

_____

www.rrchamber.cc

THE ROGUE RIVER CHAMBER OF COMMERCE

extends a ***special thanks*** to all our ***2010 Rooster Crow***

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CAR SHOW ONLY SPONSORS

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NICK from page 9

photo courtesy: Renee Niquette

Hopkins introduced the young man to the local Veterans of Foreign Wars (VFW) and Gail started him on his career as a butcher in July 1947.

"One of the great old-school butchers," Niquette honed his skills as a meat cutter before going into the U.S. Army, Renee recalled.

After working for Gail, he leased a corner of Gelvin's Grocery Store for his butcher shop, and later purchased and renovated the "Old Brick Store" at Main and Broadway. In June 1952, he opened Nick's Market.

"The original store still had a concrete water trough and hitching post," Renee said about the circa 1912 building that was a general merchandise and feed store in the early days.

The upper story, once a theater and dance hall, became the family home.

In addition to running the store, the Niquette sold hot dogs, hamburgers and sodas during the popular Saturday night dances at the ol' Rogue River City Park. Before Interstate 5 sliced a chunk out of Depot Street, the park-area had an outdoor concrete dance floor and bandstand.

"The freeway came through and changed this little town," said

see CROW page 23

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3RD PLACE:	$35
4TH PLACE:	$25
5TH PLACE:	$10
CAGE PRIZE:	$15

2009 ROOSTER CROW WINNER "FLUFFY" AT 42 CROWS

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ROGUE RIVER NATIONAL ROOSTER CROW PAST CHAMPIONS

1953	Hollerin' Harry	71	1977	Doodle Do	62	2002	Warfield	46
1953	Beetle Baum	109	1978	White Lightning	112	2003	Stew M. Wright	25
1954	Rocky	79	1979	Chunker	98	2004	Trigger	42
1955	Prince Albert	81	1980	Lewis (of & Clark)	87	2005	B.W.	107
1956	Briggs	70	1981	Crow'n Joe	82	2006	Winchester	30
1957	Goldie	66	1982	Crow'n Joe	65	2007	Raul	45
1958	Rusty	68	1983	Crow'n Joe	70	2008	Charles	36
1959	Sandy	96	1984	Chicken Little	83	2009	Fluffy	42
1960	Jerome	67	1985	Crystal's SilverStreak	61	2010??		
1961	Rascal	69	1986	Rosebud	90			
1962	Geronimo	63	1987	Redland Red	48			
1963	Mac-A Do	90	1988	Will E. Crow	56			
1964	Mac's Joe	69	1989	Henry	74			
1965	Black Fella	71	1990	Toby	71			
1966	Drum Stick	80	1991	Bart	76			
1967	Rinky Dink	49	1992	Garth	76			
1968	T-Bird	63	1993	Just a Rooster	96			
1969	Guber	71	1994	Just a Rooster	68			
1970	Rex	70	1995	Mr. Skinhead	69			
1971	Super Chicken	85	1996	Fowl Mouth	80			
1972	Tom Dooley	73	1997	One-Eyed Jack	31			
1973	Great Speckled Bird	63	1998	Hank	50			
1974	Wild Bill	59	1999	Henry Rooster	42			
1975	Rastus	73	2000	Love Machine	36			
1976	Hamlet	57	2001	Splash	49			

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CROWING HISTORY

Tammy Asnicar
Rogue River Press

Rogue River's famed Rooster Crow Contest started in 1953 as a clever, some say silly, way to let folks know that Rogue River is a town, not just a river.

Shade Coombs, inspired by the tale of Welsh coal miners who staged colorful rooster crowing contests during their holidays, shared the idea with fellow merchants interested in generating a little publicity and self-promotion.

Coombs's proposition was accepted by the Rogue River Booster Club and funds were set aside for a cash prize for the owner of the rooster that crowed the most within a 30-minute period.

The first contest was held May 23, 1953. There were 75 roosters perched and ready to let loose when Chief of Police William Peters fired the opening gun at 10 a.m. The caged cocks were free to crow for half an hour. Hollerin' Harry crowed 71 times and earned his owner $50.

Now, $50 was a sizable sum, considering that in 1953, gas was 25 cents a gallon as were a loaf of bread and a gallon of milk. And, coffee was a mere 50 cents a pound. Interstate 5 had yet to be built, but still more than 500 people traveled to the tiny hamlet of Rogue River to witness the contest held at City Park.

The contest continued to entertain even after the final cock-a-doodle-doo. Grants Pass auctioneer Charlie Morrison auctioned off the fowl---some had gone afoul, ruffling the feathers of their coop-side handlers.

Silent Sam owned by Bill Reeder was offered first. Having lived up to his name, his owner disgustedly bid 10 cents and then watched a flurry of bidding. After high bidder Harold McKenzie paid $50, there was a rush of rooster owners hoping to cash in, but the bidding dropped rapidly.

A drizzling rain that turned to a downpour failed to dampen the spirits of the spectators or the boosters, and Medford, Grants Pass and Portland media gave the crow fest such favorable publicity, the boosters decided to hold a second contest on September 5, 1953.

The successful event has continued for 56 years, and the 57th crowing contest will again be held on the last Saturday in June. The Rogue River Chamber of

see HISTORY page 28

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National Rooster Crow Grand Marshals

1975
1976
1977
1978 Anna Classick
1979 Carl "Bud" Dick
1980 Shade Combs
1981 Dennis Hitch
1982 Glen Wooldridge
1983 Jim & Lottie Martin
1984 Carl "Bud" Magerle & May Ellis
1985 Mabel Rigel
1986 Hugh Hartman
1987 Georgia & Carl Iane
1988 Jeanette Umscheid
1989 Walter Dennis
1990 Royal "Dee" Deland
1991
1992 Gary Chittum & Sally Holiday
1993 Colista Moore
1994 Dick Skevington
1995 Roy Milton
1996 Jim Craig
1997 Dorothy Finney
1998 Dick Handbury
1999 Dave Thomas
2000 Dale Hatch
2001 Bob Kirkwood
2002 Fred Boettcher
2003 Bob Gail
2004 Nancy Bradley
2005 Charlie Weaver
2006 John & Treeva Schaeffer
2007 Hope Warren's Family
2008 Tom Artoff
2009 Ellen & Ralph Campbell
2010 Nick Niquette

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CROW from page 23

Renee.

Coming full circle in his business affairs, Niquette opened a real estate office in former Gelvin's Market after he sold his store in 1960.

One of his earliest (and biggest) deals was a coup for the Rogue River-Gold Hill area and Southern Oregon travelers. During the 1950s, Niquette collaborated with then-Gov. Mark Hatfield to develop Valley of the Rogue State Park.

After building a home on East Evans Creek, signing real estate deals and operating the Oakdale Market in Medford, Niquette moved on to other ventures in California in 1966. While in Rogue River, he served as commander of the local VFW post, fire chief, city councilor and Chamber of Commerce president.

"I think our papa will enjoy seeing some of his old and younger friends still in the area," said Renee of the upcoming Rooster Crow reunion. "He was surprised by the honor and is looking forward to it."

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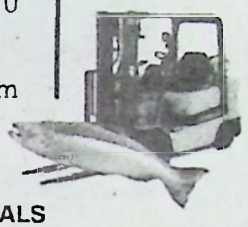

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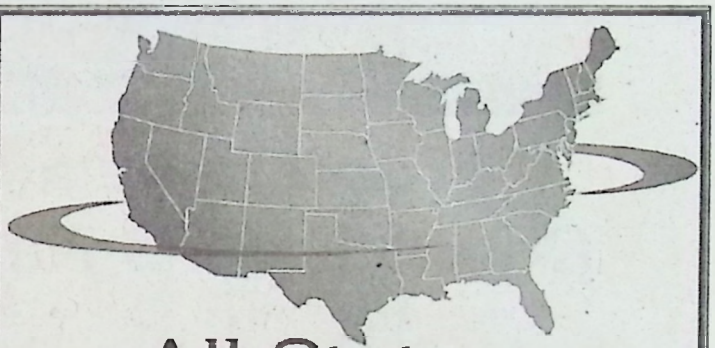

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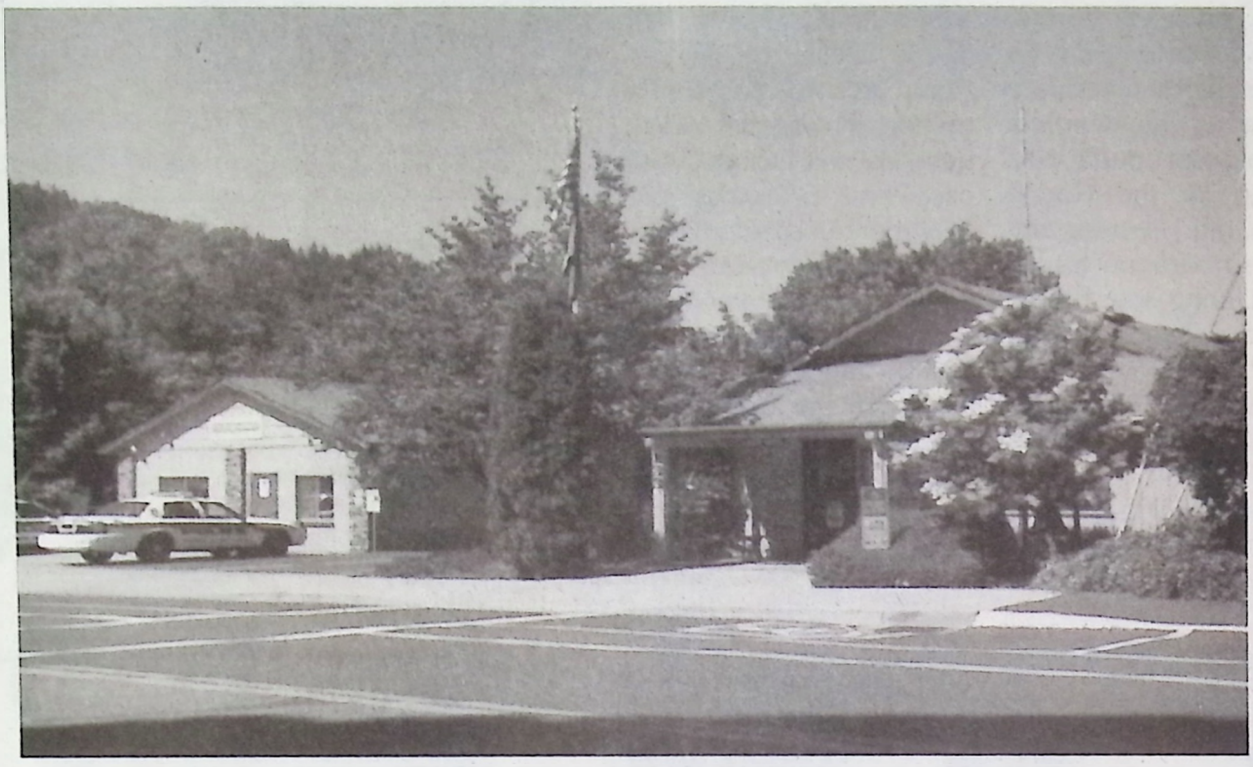

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The National Human Crow Championship shares the spotlight with the Rooster Crow on Saturday, June 28. The event began nine years ago as a great way to rev up the crowd for the big event.

Each year, the Human Crow continues to grow in popularity as children of all ages give their best crow for the microphone. Winners are selected based on crowd response. There is no entry fee for the Human Crow, just bring your best voice and let 'er rip.

HISTORY from page 17

Commerce and Kiwanis co-sponsor the weekend.

A river may run through this quintessential small town 365 days a year, but on the last weekend in June, a rooster struts down Main Street.

Before all that cock-a-doodle-doo-ing begins, there is a rooster-themed parade---this year it's Rooster Rumble. Roosters appear everywhere---on T-shirts, hats, banners, aprons, shoes and flags, and in the form of rooster statues and stuffed roosters.
fun."

It is also a fantastic opportunity for the Rogue River Chamber of Commerce to promote this little town, and a great fund-raiser for the Kiwanis, as well as many other organizations.

Charlie Weaver, a Kiwanian and a local Realtor, has had a front row seat at the Rooster Crow every since that first one in '53.

"I remember when it was held down on Depot Street," he recalled last summer. "Cages lined each side of the street, and there were roosters and people up and down, all along the curbs."

He remembers one contest that started with a bang. The police chief was to blow a whistle at 10 a.m. to signal the start. No one heard the whistle, so he fired his pistol.

"Everyone was scared silly, the roosters too," he added.

From Depot Street, the contest moved to where the Umpqua Bank parking lot is today. For years, festivities were held at Wards Creek Park, said Weaver.

"Well, the freeway took out the park, and that ended that," he added.

The Rogue River Lions Club took over from the Rogue River Boosters Club, and since 1993, the Kiwanis have been lead organizers along with the Chamber of Commerce and the City of Rogue River.

Planning begins at the end of January, and in February, the

see MORE HISTORY page 32

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MORE HISTORY from page 28

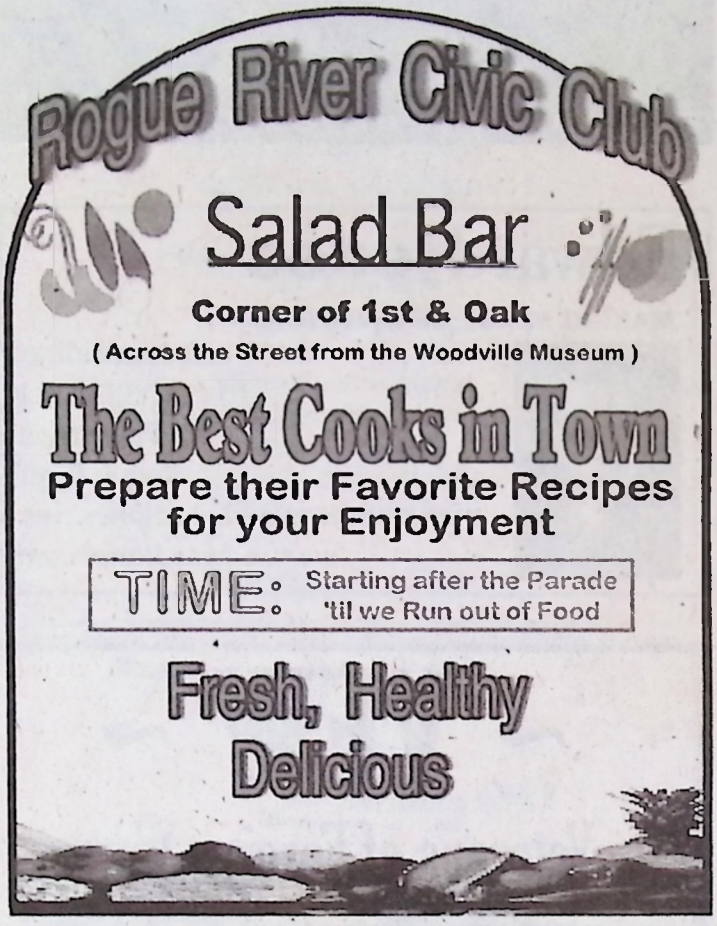
agenda is set and a theme selected.

These days, the Rooster Crow shares the spotlight during what has become an entire weekend of activities, including one of the area's largest and best summer parades, the National Human Crow contest, a classic car show, a quilt show, entertainment, arts and crafts and food.

The weekend-long festival really starts rockin' and rollin' during Saturday's parade when more than 50 floats, marching units, horses, dogs, llamas, and folks in rooster costumes head down Main Street. Hundreds of people line the streets between the Rogue River Shopping Center and Rogue River Elementary School.

The rest of the weekend is full of activities, including a carnival and a car show all underscored by country music and oldies tunes.

"No one can figure out why, it just is," said Weaver. "People love it. It's just a whole lot of fun."



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3. There is no law requiring you to obtain more than one estimate or appraisal.

4. Differences in repair estimates are common. A lower estimate may not include all necessary work. If you 're not sure why one estimate is different from another you've received, please ask us.

5. Never drive a car that could be unsafe because of damages.

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NATIONAL ROOSTER CROW BANDSTAND SCHEDULES

The Rogue River Chamber of Commerce will sponsor live music during the 2010 National Rooster Crow Weekend.

The fun kicks off on Friday when the band HOUSE CATS plays at the Woodville Museum Bandstand.

The Museum Bandstand will also feature JOE HOLLIDAY COUNTRY MUSIC from 11am to 2pm on Saturday following the Rooster Crow Parade. The event is sponsored by the Woodville Museum.

On Saturday after the Rooster Crow, the Chamber of Commerce presents RIVER CITY.

There is no admission charge to enjoy the music and entertainment at the bandstand.

On Sunday at 2pm, there will be a DRAWING for a "Guided Fishing Trip for two people on the Rogue". Donated by Siuslaw Guide Service.

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National Rooster Crow
Championship Rules

On the day of the Rooster Crow, fill out an entry form. It's available at the entry registration booth set up at the Crowing Contest area. No prior registration will be made. Entries will be accepted from 10 am to 2pm. At the time of registration, the roosters will be left in the crowing contest area.

NO ENTRY FEE IS CHARGED

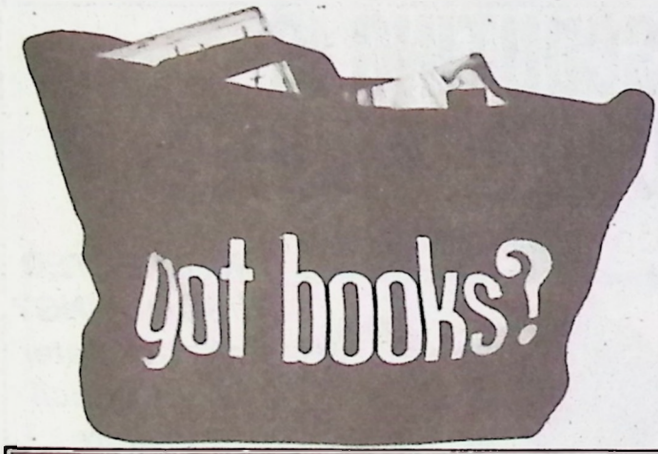
At 2:30pm, the Crowing Contest gets underway as the judges to start counting the utterances of the feathered contestants. For 30 solid minutes, the crows of each rooster are recorded by their private judge.

Scores are tallied and awards are made at 3:15pm. Cash prizes are presented to the owners of the top five contenders.

Those wishing to participate must abide by the following rules:

1. One rooster per person.
2. The rooster must be in the cage.
3. Entrant must furnish one judge, 14 years of age or older.
4. Crow tallies may be verified by Crow officials at any time.
5. No mechanical, electrical, physical, or chemical stimulants or devices will be allowed in the cage with the rooster.
6. In no case will the roosters be abused or mistreated.

Interpretation, application and enforcement of these rules are the prerogative of the Rogue River Kiwanis Club, and violations may result in warning or disqualification.



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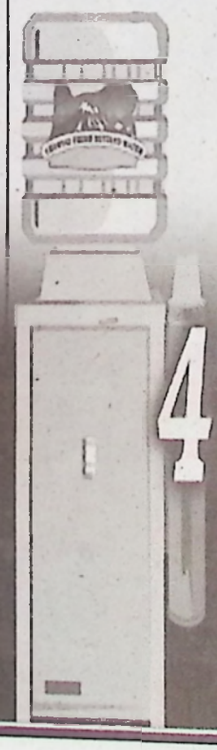

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